

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----112412 011526Z /43
R 010742Z FEB 78
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 6707

UNCLAS TEHRAN 1133

USDOC FOR CAGNE

E.O. 11652: N/A
TAGS: BEXP IR
SUBJ: SIXTH TEHRAN INTERNATIONAL TRADE FAIR (TITF)

REF A. TEHRAN 634 B. USDOC 1233

1. EMBASSY FOUND DISCUSSIONS ON TITF (AND OTHER MATTERS) WITH DEPUTY DIRECTOR CAGNE FRUITFUL AND ESPECIALLY WELCOMES HIS ASSURANCE THAT USDOC WILL PROVIDE 2-MAN EXHIBITION MANAGEMENT TEAM AND GUARANTEES O AND A TO COVER ANY SHORTFALL IN CONTRIBUTIONS IN CONNECTION WITH THE AMERICAN PAVILION AT THE 1978 TITF. WE ASSUME NO FURTHER DIALOGUE ON THIS POINT IS REQUIRED. POST IS ADOPTING MOST MCCAULEY RECOMMENDATIONS AND IN PARTICULAR THE SUGGESTION THAT VERTICAL SEGMENT BE ADDED TO THE PAVILION. METAL WORKING EQUIPMENT AND MACHINE TOOLS WOULD BE AN APPROPRIATE MAJOR THEME IN 1978 AS A FOLLOW UP EFFORT TO NOVEMBER 1977 MACHINE TOOL SOLO AND WOULD CAP THE PRIMARY PROMOTION OF THIS THEME IN THIS FISCAL YEAR WHICH BEGAN WITH A MACHINE TOOL INFORMATION BOOTH IN THE 1977 TITF HELD IN OCTOBER.

2. EMBASSY PROPOSES FOLLOWING REVISED PRICING FOR TITF BOOTHS:
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3 X 4 METER BOOTHS \$3,000
4 X 5 METER BOOTHS 3,500
3 X 7 METER BOOTHS 3,500
5 X 6 METER BOOTHS 4,000
NUMBER OF BOOTHS IN VARIOUS SIZES WILL REMAIN OPEN
PENDING RESULTS RECRUITMENT EFFORTS. SYSTEM COULD

ACCOMMODATE UP TO 30 3 X 4 METER BOOTHS; 2 3 X 7 METER BOOTHS; AND 5 5 X 6 METER BOOTHS.

3. OUTSIDE SPACE: \$25.00 PER SQUARE METER. 1-200 SQUARE METERS AVAILABLE ACROSS THE STREET FROM THE U.S. PAVILION. EMBASSY FEELS \$35.00 SUGGESTED BY MCCAULEY IS TOO FAR ABOVE FAIR RATE TO MAKE SPACE ATTRACTIVE, PARTICULARLY TO FIRMS WITH LOCAL REPRESENTATION.

4. EMBASSY WILL REMAIN IN PAVILION 5A. FAIR AUTHORITIES STATE THAT NO OTHER SPACE IS AVAILABLE.

5. EMBASSY IS NEGOTIATING WITH FAIR AUTHORITIES FOR REDUCTION ON PUBLISHED FEE FOR SPACE RENTAL, AND HAS REQUESTED BIDS FOR SYSTEM ASSEMBLY CONTRACT. IT IS HOPED THAT BOTH EFFORTS WILL RESULT IN SOME REDUCTIONS IN PRICES QUOTED IN TEHRAN 634, AND THAT THESE EFFORTS PLUS SALE OF OUTSIDE SPACE WILL BRING BUDGET IN LINE WITH ANTICIPATED COLLECTIONS.

6. POST ASSUMES USDOC CONCURRENCE ON ABOVE PRICE STRUCTURE IN LIGHT MCCAULEY ASSURANCE RE FLEXIBILITY THIS SUBJECT AND PLANS TO INITIATE LOCAL RECRUITMENT CAMPAIGN WITHOUT FURTHER DELAY.

7. ACTION REQUESTED: 50 PERCENT DOWN PAYMENT ON UNCLASSIFIED

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RENTAL FEE FOR HALL WAS DUE JAN 31. EMBASSY HAS REQUESTED AN EXTENSION TO MARCH 15, BUT DOES NOT EXPECT TO HAVE MADE SUFFICIENT COLLECTIONS BY THAT DATE TO PAY FEE. REQUEST COMMERCE AUTHORIZE EXPENDITURE OF \$36,000 TO BE RECOUPED FROM SUBSEQUENT COLLECTIONS.

8. ALL CONCERNED ELEMENTS OF POST FOUND MCCAULEY VISIT USEFUL NOT ONLY IN DISCUSSION OF SPECIFIC PROBLEMS OF MUTUAL CONCERN BUT IN REINFORCING COMMUNICATION WITH CAGEN AND USDOC.
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Draft Date: 01 feb 1978
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Decaption Note:
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Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
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